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FOOD STAMP  
PROGRAM



# FOOD GUIDE

October 1961

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

## FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

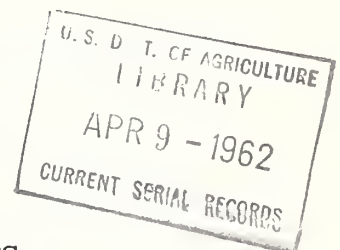
MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

### PLENTIFUL FOODS

POTATOES	APPLES	BROILER-FRYERS	CHEESE
CRANBERRIES	TURKEYS	RICE	VEGETABLE FATS AND OILS
	BEEF	CABBAGE	

### ADDITIONAL FOODS

TOMATO JUICE	SWEET POTATOES
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## POTATOES

Supply: Fall crop production is estimated at 190 million hundredweight, 15 million more than last year.

Sales Opportunity: Tie-in possibilities are excellent, and potatoes are perfect sales-partners for any meal planning ideas -- morning, noon or night. Potatoes are also an economy food recommended in October to round out the meals of food stamp coupon recipients.

Merchandising Hints: Begin your selling plan with massive floor displays of prepacks on raised "reach level" dunnage. Price the potatoes competitively and offer them in packages of a weight most acceptable to your trade. Prompt shoppers with a big "Have You Forgotten Potatoes?" sign.

- . Many coupon recipients visit bulk bins for their requirements -- some of these people are small quantity users or lack storage facilities for quantity purchases, while others buy as needed or like to do their own "pickings." It will pay you to display good clean, top quality bin stocks. Appearance of these potatoes may have a definite influence on your prepack sales.
- . Talk up potatoes throughout the store--"french fries," "boiled," "mashed," "hash browned," etc.--at the poultry, red meat and seafood counters. And you should mention them at your cheese spot, too. Place a token display of "prepacks" at these selling points and use appropriate P-O-P materials to promote dual sales.

Sales Cues: "Truck Load Sale" - "All Purpose Spuds" - "Help Budget Meals" - "Family Satisfiers" - "Completes the Meal."

## APPLES

Supply: This year's apple crop is estimated at 125 million bushels, 15 percent above the 1960 crop and 12 percent above the 10-year average.

Sales Opportunity: "NATIONAL APPLE WEEK" - October 12-21 inclusive. This is the industry's largest promotion with nationwide activity and tremendous publicity planned to attract consumer attention and promote more apple sales. And remember the coupon patrons' "small fry." Children like and need apples for their daily diets and they love to get them as handouts on "trick or treat" night.

Merchandising Hints: Spend more time on displays -- bulk and prepack. Make them big, colorful, attractive, and different from the usual layout. Use name "spotters" to identify varieties -- "Delicious," "Staymans," "McIntosh," "Romes," "Greenings," "Jonathans," "Baldwins," etc. Then follow up with display cards showing which varieties are recommended as "eating apples," "cooking apples," "baking apples," etc. Coupon patrons as well as your other customers can use this help.

## APPLES (cont'd.)

No matter how large or small your store operations are--get and use P-O-S material available from your supplier. Back it up with your own homemade "signwork" to suggest apples for "eating out-of-hand," for that ole standby "apple pie," and for apple turnovers, dumplings, apple salads, etc. Cross-sell these ideas at baking ingredient sections. And don't forget to push apples for the "little ones" at Halloween -- for eating, "dunkin" and as candied apples, too.

Sales Cues: "They're Good For You" - "Nutritious and Healthful" - "Ripe 'n Juicy" - "Fresh Pickins" - "Halloween Specials."

## BROILER-FRYERS

Supply: October marketings are anticipated to be 10 percent above previous year, with prices highly attractive to the stamp coupon trade.

Sales Opportunity: THE PRICE IS RIGHT!--and these birds score well in promoting sales of other items throughout the store.

Merchandising Hints: Put the "BIG VALUE" sign on these tender young chicks. Try selling broiler-fryers from a portable refrigerated case this month if you have equipment available. Change location weekly so coupon customers will have a new aisle to browse. Placed near good sales-mates--potatoes, rice, frying oils and fresh vegetables -- these displays will give coupon patrons new menu clues. And well planned "talkers" suggesting broiler-fryer meal ideas will make your display a real sales-action spot.

Just a reminder: The stamp coupon trade is searching for values. "Whole bird" specials will make a hit. However, "splits," cut-ups, and select pieces should rate promotional attention also. These customers like barbecue chicken; they buy for convenience; and some have certain parts they prefer. Plan your merchandising to attract all of the trade--and advertise broiler-fryers well.

Sales Cues: "Big Value" - "For Low-Cost Meals" - "Breasts-Drumsticks-Thighs" - "Stewing Parts" - "Plump."

## CRANBERRIES

Supply: The 1961 cranberry crop is forecast at 1,198,000 barrels, 11 percent below last year, but 15 percent above average. Nevertheless, in view of the heavy carryover of frozen berries for processing, total supplies available during the 1961 marketing season are expected to be larger than those of recent years.

Sales Opportunity: Cranberries are natural salesmates with your meats, poultry, and seafoods. They offer coupon shoppers change-of-pace eating. Introduce them to the new crop of fresh cranberries and cranberry products, too.



## CRANBERRIES (cont'd.)

Merchandising Hints: Make fresh cranberries a special attraction down your produce row. And give them a feature spot--in the middle of your line. Be sure to drop off a few packages of these "red beauties" at the meat, poultry, and seafood departments -- to inspire more sales.

- . Arrange "open case" floor display to feature cranberry sauce. Spot a few cans of this item at good "go-with" sales points.

Sales Cues: "New Crop" - "Perks Up Meals" - "Tasty 'n Tart."

## TURKEYS

Supply: Marketings will be at their seasonal peak and are expected to be approximately 25 percent above October 1960 levels.

Sales Opportunity: Carry-over publicity from industry's terrific nationwide "Midsummer Turkey Time" promotion continues to inspire turkey sales.

Merchandising Hints: With turkeys still in the "wise buy" class, they should be called to the attention of the stamp coupon trade.

- . P-O-P material is still your best turkey-selling tool. Use it to the maximum in setting up a real sales-inviting display --- and post a "THRIFTY BUY" sign to promote more customer stops. Fresh cranberries scattered among or bordering your birds will give your case a "different look."
- . Why not suggest a "Sunday Turkey Dinner" in your week-end advertising. Recommend turkey dinners at sales point, at the produce department and other likely promotion spots.

Sales Cues: "We're Talking Turkey" - "Thrifty Buy" - "Basting Ready" - "Broad Breasted" - "For More Meals."

## CHEESE

Supply: Total cheese production for first 6 months of the year was 12 percent above last year and American cheese production was 17 percent greater for the same period.

Sales Opportunity: It's "OCTOBER CHEESE FESTIVAL" -- all month long. Stamp coupon shoppers and other customers will respond to industry's merchandising campaign with cheese purchases galore. Plan to cut yourself a slice of this business!

Merchandising Hints: Good point-of-sale material is available to add color to displays. And this month, spotlight the cheese case with an extra large "OCTOBER CHEESE FESTIVAL" sign. Plan display to create "lip-smacking" appeal. Make your sales point stand out. Now is cheese-selling time at its best.

## CHEESE (cont'd.)

- . Offer coupon patrons variety, but focus special attention on cheddar. Lots of cheddar is included in menu suggestions that will be passed on to this trade in October.
- . Related sales opportunities are endless. Tie-in and plan combination displays to team cheese with macaroni, crackers, cold cuts, breads, salads--and PIZZA and APPLE PIE. Remember to use special floor displays to feature boxed cheese loaves and tasty cheese spreads. Stamp coupon patrons go "all-out" for these items, too.

Sales Cues: "October Cheese Festival" - "Rich in Protein" - "Sharp-Medium-Mild" - "Sandwich Making" - "Cheese Makes It."

## RICE

Supply: On August 1, 1961, the rice crop was estimated at 56 million, 3 percent above 1960 and 13 percent larger than the 10 year average of 50 million.

Sales Opportunity: "OCTOBER RICE FESTIVAL" - October 1-31. Gear your selling ideas to tie-in with this nationwide promotional event. And promote rice with appropriate "go-with" budget-stretching seafood items during the "Fish 'n' Seafood Parade," October 16-22. Both promotions should have good P-O-S pieces for you to use.

- . Local eating habits should be considered in planning your rice merchandising. Build floor displays and feature shelf stocks with the nationality and eating habits of your coupon customers in mind. But remember, oriental dishes are universally accepted and such preparations are usually low cost and attractive to the coupon trade. You might spotlight popular "Chow-Mein" and "Chop Suey" at your rice display to promote two-way sales. Here's the place to suggest "rice pudding," too.
- . Place extra emphasis on white rice varieties--low cost fast-turnover and demand types. Push packaged parboiled and preboiled varieties--and maybe you have heavy calls for saffron-colored rice also.

Sales Cues: "OCTOBER RICE FESTIVAL" - "Chow Mein" - "Why Not Rice Pudding?"

## VEGETABLE FATS AND OILS

Supply: There'll be abundant supplies of vegetable fats and oils to take care of the frying, baking and salad-making needs of food stamp coupon recipients.

Sales Opportunity: "Get-together" selling is the best sales approach. Tie-in with items on this month's Food Guide List--and the "Fish 'n' Seafood Parade" promotion offers a big sales opportunity, too.

## VEGETABLE FATS AND OILS (cont'd.)

- . Spotlight margarine--menus directed to coupon patrons this month suggest the use of margarine on the table and for cooking, too.
- . Feature cooking oils for deep fat frying. Small displays near broiler-fryers, spuds, onions, and frying-ready seafood items will get you "two-way sales."
- . Line salad oils along back-up shelf of produce bins or use "extenders" if you don't have this space. Then "sign customers in."
- . Display shortening next to baking ingredient section. However, keep shelf stock well filled, -- don't miss any sales. Shortening manufacturers and distributors should have good point-of-sales pieces for your use--and your own "sign man" should prepare some good "talkers" to promote sales.

Sales Cues: "Deep Fat Frying" - "For Baking and Cooking Treats" - "Salad-Making" - "Delicious Margarine."

## BEEF

Supply: Cow marketings are expected to increase seasonally during the next few months and grass-fed steer and heifer marketings also should be larger than in 1960.

Sales Opportunity: Want to sell more beef? You can boost sales and assure yourself of satisfied and repeat customers by offering stamp coupon shoppers information service on beef cuts through your trained meat department personnel. Obtain a chart showing what part of the animal the various beef cuts come from. Post this above your display case so customers can stop and study it. Old and new shoppers alike need beef education. They like to try new cuts but don't always have the cooking "know-how." Why not offer them help? If you're looking for more beef buying patrons and more overall store sales, try a consumer beef education program. It's a good way to start.

Merchandising Hints: The stamp coupon recipient reads your beef ads constantly and they expect to find the quality, price and cuts AS ADVERTISED. Don't mislead them if you expect these customers to return.

- . Ground beef, chuck, and pot roasts and the lesser beef cuts will attract most of the budget-wise stamp coupon shopping trade. Aim "specials" of good beef buys to these customers weekly.
- . With cooler weather on hand, stew beef will get a big play. Here's a recipe that should be posted--NOW.



## BEEF (cont'd.)

BROWN BEEF STEW

1 pound boneless stewing beef  
 salt, pepper, flour, drippings or other fat  
 1-1/2 cups water  
 3 potatoes, diced  
 2 onions, sliced  
 3 carrots, diced  
 1 cup raw snap beans

Cut meat into inch cubes. Sprinkle with salt and pepper, roll in flour, and brown in hot fat. Add water, cover pan tightly and simmer until meat is almost tender. Add more water as necessary. Add vegetables, season to taste with salt and pepper and continue simmering until vegetables are tender, stirring occasionally. If desired, thicken cooking liquid with additional flour to make gravy. Serve with shredded cabbage for salad and apple pie for dessert. Serves 4-6.

Sales Cues: "Ground Fresh Daily" - "Quality Roast" - "Boneless Stewing Beef" - "Cut-To-Order" - "Trimmed To Suit."

## CABBAGE

Supply: The 1961 early fall crop will be about the same as last year and the 10-year average. The New York state crop, however, is expected to be 13 percent larger than a year ago and 5 percent larger than average. This will create marketing difficulties in the Northeast region.

Sales Opportunity: Cabbage "heads the list" of economy vegetable buys-- and it's loaded with NUTRITION. Plug these angles to boost sales to stamp coupon users.

Merchandising Hints: Time again for "CORNERED BEEF 'N' CABBAGE" and "CABBAGE 'N' HAM." Drop the hint at your display spot--at meat counters, too.

- . Sell coupon patrons lots of cabbage. Keep stock point clean and well filled to make it sales-inviting.
- . In your advertising scheme, let customers know cabbage is an "economical vegetable dish," "makes delicious cole slaw" -- and is "so satisfying, so good and easy to prepare."

Sales Cues: "Solid Heads" - "Nutritious 'n' Delicious" - "Boiled or Baked" - "Thrifty" - "Easy To Prepare" - "Cole Slaw Makings,"

## TOMATO JUICE

**Sales Opportunity:** Stamp coupon recipients need nutritious tomato juice to start the breakfast meal. This satisfying juice is being recommended to these shoppers this month by public relation sources in the Food Stamp Program Pilot Areas. So focus attention on tomato juice in your in-store merchandising plan.

**Merchandising Hints:** Two-way display tomato juice during October. In addition to shelf stocks, try end dump displays. Highlight small and large can sizes. Put a "special" sign on large can displays and offer small cans in multi-unit deals.

- . Spotlight your advertising on 46 oz. can specials--in front store windows, newspapers, handbills, and at the display spot, too. Out-sized price cards placed on the dump display of smaller cans--and featuring multi-unit pricing--will take care of trade that prefers this package.

**Sales Cues:** "High in Vitamins A and C" - "Breakfast Starter" - "Tastes So Good" - "Morning Booster."

## SWEET POTATOES

**Sales Opportunity:** Fresh and canned sweet potatoes are being suggested in October menus directed to stamp coupon shoppers. Sweet potatoes offer menu variation and are nutritious, too. Give them a good display spot and extra advertising build up.

**Merchandising Hints:** Related item selling is a good bet. Sell sweet potatoes with ham, pork, beef roasts, and poultry.

- . Top your bulk display with packaged marshmallow--and raisins if you have space. You can't develop sales with unsightly stocks, so give 'em quality sweet potatoes, clean and free of dirt.
- . Give good aisle space to canned sweet potatoes--all sizes--syrup and dry pack. Use related item selling here, too.

**Sales Cues:** "Loaded with Vitamin A" - "Nutritious and Delicious" - "Bake 'em-Mash 'em-Candy 'em" - "For Pie and Pudding."